

TO: The Drama Teacher

Teaching Promotion and Program in the Classroom

A Workshop for Teachers

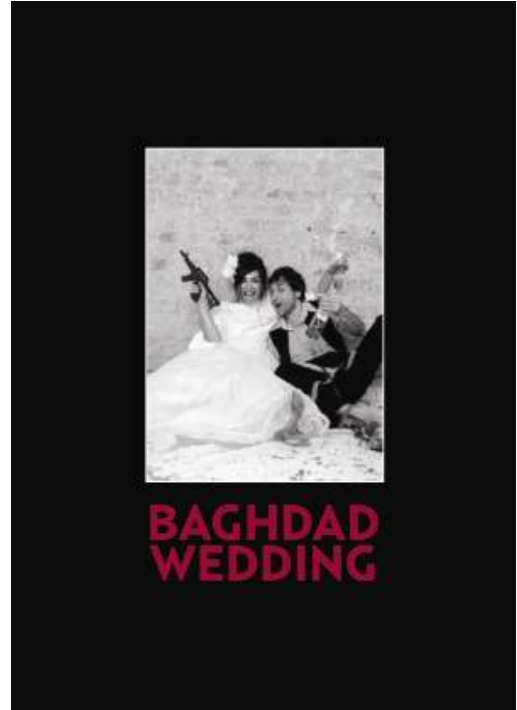
Marketing consultant Lisa Mitchell will take teachers through the principles of poster and flyer design as well as brand identity, market positioning, identifying potential target audiences and basic copywriting tips.

Date: Saturday 20 March, 2010

Time: 10am – 3pm

Where: Upstairs Rehearsal Room
Company B Belvoir's Warehouse
18 Belvoir Street, Surry Hills

Cost: \$130 per person – includes workshop and resource material, lunch & morning tea



During the workshop Lisa will explore:

- ◆ The process of creating an effective marketing image
- ◆ The purpose, design and content of Company B Belvoir's posters and flyers
- ◆ The purpose, design and content of a Company B Belvoir program
- ◆ Approaches to writing better promotional copy
- ◆ Suggested activities for teaching Promotion and Program in the classroom

WHAT OTHER TEACHERS HAVE SAID ABOUT THIS WORKSHOP –

“Thank you – a great combination of resources, information, support, networking and creative ideas.”

“It was absolutely FABULOUS! Quite inspiring (even for experienced Drama teachers) and wonderful to get the professional background.”

Bookings: Please phone our Box Office on 9699 3444. Places are limited.

Freehills

Please contact our Education Manager Jane May on (02) 8396 6222 or jane@belvoir.com.au with any questions.